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(54) DOUBLE AUCTION METHOD ON INTERNET

(57) Abstract:

PURPOSE: A double auction method on the Internet is provided to make a failed bidder of the first auction promptly and safely purchase a desired article by offering a chance to continuously join a secondary auction. CONSTITUTION: The method comprises steps of applying the ranking of article purchase to a failed bidder of a first auction if the failed bidder decides to join a lowest price auction for a corresponding article(100), transmitting the highest starting price of the article to Internet users via an auction web page by investigating the price of the article in a shopping mall(106), transmitting purchase information to the Internet users via the auction web page by receiving purchase orders on which purchase information is stated(108,110), and offering a chance to purchase articles to all failed bidders by sequentially allocating articles corresponding to the article purchase ranking applied to the failed bidders joining in the first auction after the auction is finished(112,114).

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